

Chronic Disease Programs

Asthma Program

Individuals with asthma are disproportionately affected across age categories, gender, race and ethnicity, geographic regions and socio-economic status. The Wisconsin asthma program developed the Wisconsin Asthma Plan 2009-2014 to focus all activities on disparately impacted populations. The overall burden of asthma cannot be reduced without resolving the issues that contribute to the disproportionate burden of asthma in the state. Data from the Burden of Asthma in Wisconsin 2007 drive the activities included in the Wisconsin Asthma Plan 2009-2014 with careful assessment of how health disparities could best be identified, measured and addressed¹. Additionally, the program works closely with non-profit organizations and local coalitions, and strives to write health disparities into partners' strategic plans. Currently, the program is also developing an educational asthma DVD to be used with varying populations based on feedback from a pilot study.

Heart Disease and Stroke Prevention Program

Wisconsin's Heart Disease and Stroke Prevention (HDSP) program in the Division of Public Health focuses on creating system level environmental changes to support prevention of heart attack and stroke. The program partners with health care systems, health insurance companies, community and professional organizations, and other governmental agencies. Through such partnerships the HDSP program promotes best practices through pilot projects, education and decision support tools. These program priorities are driven by data, making surveillance an integral part the program to identify trends and emerging issues. Additionally, using GIS and mapping allows the program to depict visually the data and program focus. Currently the HDSP program is working on projects with community health workers to assist in community clinics which serve African American and Latina women diagnosed with hypertension. This work focuses on improving self-management techniques and medical adherence.

Diabetes Prevention and Control Program. The Wisconsin Diabetes Prevention and Control Program (DPCP) in the Division of Public Health focuses on improving diabetes care in Wisconsin through active partnerships representing providers, consumers, private citizens, policy makers, and others from both the private and public sectors. The DPCP has a strong history of working with various partners to reduce health disparities.

The Wisconsin Diabetes Advisory Group, established in 1997, includes partners from over 60 key stakeholders involved in diabetes care and education in Wisconsin; activities of the group include developing culturally-specific resource materials that are meaningful in appearance and content to persons in racial/ethnic minority groups. The Advisory Group recently completed work on the Wisconsin Diabetes Strategic Plan. In the Plan, a section is devoted to reducing diabetes health disparities in Wisconsin. The section includes working to enhance cultural Wisconsin Division of Public Health Initiatives to Address Racial and Ethnic Health Disparities August 2007. The competence of health care professionals and identifying and implementing culturally appropriate and effective prevention strategies to identify and reduce diabetes-related health disparities. In addition, DPCP partners with the Wisconsin Primary Health Care Association and federally supported health centers to improve care for individuals with diabetes. Many of the patients at these centers are racial/ethnic minorities and medically underserved individuals. The health centers established diabetes registries and are monitoring care for individuals with diabetes. The DPCP also works with the Great Lakes Intertribal Council to provide assistance to Wisconsin tribes.

Disabilities Program

The Wisconsin Disabilities Program has been working on integration with the other chronic disease programs and initiatives, expanding the capacity of the Bureau of Community Health Promotion (BCHP) in work such as joint use agreement and chronic disease self-management. The BCHP promotes self-management and patient decision-making approaches within their programs, and some examples of initiatives to address the needs of people with disabilities (PWD) follows: The Wisconsin Well Woman Program (WWWP) reaches women with multiple sclerosis (MS) by providing an assessment for program clients whose clinical presentation is very suspicious for MS. The Diabetes Prevention and Control Program reaches PWD through modifications to their materials including booklet size and increased font to assist those with low vision, braille copies of the booklet, and an educational DVD with closed captioning. The Nutrition and Physical Activity Obesity Program (NPAO) reaches PWD through a work farm-to-school pilot that includes PWD employed as part of the chain of activities to bring locally grown food to schools. The Oral Health Program reaches dentists and oral hygienists through training and outreach to meet the needs of CSHCN. The Marshfield Clinic has expanded accessible oral health services. Connecting across programs allows integration and focus on PWD as a disparate population requiring attention in many chronic disease issue areas.

Nutrition, Physical Activity, and Obesity Program

Wisconsin's Nutrition, Physical Activity and Obesity (NPAO) program strives to assess and implement programs to reduce obesity levels for disparate populations. One objective in the Healthiest Wisconsin 2020 state plan is to reduce disparities in obesity rates for populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic statusⁱⁱ. Another is to ensure every community provides safe, affordable and culturally appropriate environments to promote increased physical activity for individuals among identities and orientations, gender identities, and educational or economic statusⁱⁱⁱ. Currently, NPAO is exploring GIS mapping

opportunities to ensure place is considered in the implementation of evidence-based strategies regarding food deserts, the built environment, and grocery store access.

Maternal, Child and Family Health Program

The Family Health program at the state prioritizes projects which work to alleviate disparities based on underserved/underinsured populations, often based on geographic location. This is done by marketing services to counties to provide resources in areas where they are needed. Currently the program is also developing quality assurance projects, which involve active outreach and partnership to providers who offer prenatal care visits (PNCC), home visits, and service to Women Infant and Children (WIC) program recipients. The program is constantly considering the needs of Wisconsin people and in so doing, has adopted a business model which adjusts services based on where they need to be.

Oral Health Program

The mission of the Oral Health Program is to promote and improve oral health for the benefit of all Wisconsin citizens. This is accomplished through policy development, technical assistance, needs assessment, training, education, and through the planning, implementation and evaluation of preventive oral health programs. There are profound and consequential oral health disparities within the population. Disparities for various oral conditions may relate to income, age, sex, race, or ethnicity, or medical status. Healthiest Wisconsin 2020 has identified one objective as assuring appropriate access to effective and adequate oral health delivery systems, by utilizing a diverse and adequate workforce, for populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status and those with disabilities^{iv}. The oral health program utilizes several tactics to address disparities in poor oral health: surveillance and data collection; community based prevention programs, such as the school based sealant program, and work with head start and elderly populations; and community water fluoridation.

Tobacco Prevention and Control Program

The tobacco prevention and control program (TPCP) for Wisconsin works to identify and eliminate tobacco-related disparities through a strategic state plan called Bringing Everyone Along^v. With a focus on disparities, the program also funds partners who represent a myriad of disparate populations. Currently there are five networks TPCP works with to address disparities in the Asian, Native American, African American, Latino and low socioeconomic populations. The program also works with fifteen multi-jurisdictional coalitions, and five state partners including American Cancer Association, UW Clearinghouse for Prevention, Health First Wisconsin, Wisconsin Women's Alliance, and UW researcher group. Beyond funding, the program also provides these networks, partners and coalitions with technical assistance and messaging guidance when needed.

Wisconsin Comprehensive Cancer Control Program. The Wisconsin Comprehensive Cancer Control (CCC) Program is an integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment,

rehabilitation, and palliation. CCC is achieved through a broad partnership of public and private stakeholders whose shared mission is to reduce the overall burden of cancer in Wisconsin. Despite difficulties in data collection, the program currently uses targeted interventions to focus priorities on differences in cancer incidence, mortality, and related adverse health conditions among specific population groups. CCC also attempts to incorporate minority populations on the program's steering committee and currently has representation from Hmong, Latino, and African American communities.

Wisconsin Well Woman Program.

The Wisconsin Well Woman Program (WWWP) provides preventive health screening services to low-income, uninsured or underinsured women ages 35-64 in all 72 counties and 11 tribes. Since 1994, the WWWP has provided breast and cervical cancer screening services as part of the Centers for Disease Control and Prevention's National Breast and Cervical Cancer Early Detection Program. Since 1998, the State of Wisconsin has also provided funding for screening and diagnostic tests related to depression, domestic abuse, high blood pressure, diabetes, cholesterol levels and osteoporosis.

Approximately 12,000 women receive WWWP screening services annually. Of the 8,000 women who receive mammograms through this program annually, approximately 15% are African American women primarily from southeastern Wisconsin. In an effort to increase screening rates among Native American women who have never or rarely been screened for cervical cancer, the WWWP is working with the American Cancer Society to recruit and enroll more women living on reservations throughout Wisconsin. The WWWP is also working with the University of Wisconsin-Milwaukee House of Peace Community Nursing Program to increase breast and cervical cancer screening rates among Southeast Asian women in Milwaukee.

ⁱ Wisconsin Asthma Program <http://www.dhs.wisconsin.gov/eh/asthma/pdf/WACPlan20092014.pdf>

ⁱⁱ HW2020 <http://www.dhs.wisconsin.gov/hw2020/pdf/nutrition.pdf>

ⁱⁱⁱ HW2020 <http://www.dhs.wisconsin.gov/hw2020/pdf/physicalactivity.pdf>

^{iv} HW2020 <http://www.dhs.wisconsin.gov/hw2020/pdf/oralhealth.pdf>

^v Bringing Everyone Along <http://www.dhs.wisconsin.gov/tobacco/pdf/DisparitiesStrategicPlan.pdf>